



Virginia Beach Convention & Visitors Bureau

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Quebec Representative

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Representative at the International Tourism and Travel Show 2016:

Jacinthe Paré, Québec Representative

About the Organization:

The Virginia Beach Convention and Visitors Bureau's mission is to promote Virginia Beach as a first-class, year-round destination that contributes to the city's quality of life and diverse local economy. Canada represents our number one international market attracting over 6% of our summer overnight visitation.

The Live the Life Brand:

Where the Atlantic Ocean and the Chesapeake Bay meet, Virginia Beach promises visitors a unique chance to "Live the Life" while enjoying its authentic, homegrown, rooted essence. With pristine outdoor experiences, freshly caught seafood, just picked local ingredients, a vibrant downtown district and three distinct beach experiences at the Oceanfront, Sandbridge or Chesapeake Bay, Virginia Beach provides appeal for all visitors, while consistently ranking it among the country's best beach destinations.

For complete Virginia Beach information, visit Visitezvirginiabeach.com

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Objective(s) at the International Tourism and Travel Show 2016:

- To increase awareness of the Virginia Beach travel experiences and its three beaches
- To foster new relationships with the travel & trade industry
- To increase Virginia Beach's social media following
- To increase Virginia Beach's Canadian market share